

Claims 1, 4, 7-8, 10-11 and 13-14 have been amended and new claims 22-36 added to more clearly describe the invention. No new matter has been entered. Claim 6 has been cancelled.

During the interview, independent claim 1 and the cited references were discussed. It was agreed to amend claim 1 as provided above. It was further agreed that, so amended, claim 1 should now be allowable over the cited references. All remaining claims are dependent from claim 1 and should also now be allowable as such.

Therefore, it is believed that all claims are now in condition for allowance and notice to that effect is respectfully requested.

If there are any fees required by this communication which are not cited above, please charge such fees to our Deposit Account 16-0820, Order No. 32759US1.

Respectfully submitted,

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Date: November 15, 2002

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1. (twice amended) A method for marketing a good comprising the steps of:

a) providing a physical sign, said physical sign having a preprinted website address, a space for a unique identifier, and an indication that a good is for sale or rent, and

b) providing a website located at said website address, said website ~~being adapted to permit~~ permitting a seller to post on said website under said unique identifier information about said good, said website ~~being further adapted to permit~~ permitting a prospective purchaser to enter said unique identifier in order to view said information,

c) said seller conspicuously placing said sign physically on or adjacent said good for sale or rent, wherein said unique identifier corresponds specifically to said good on said website,

d) wherein when said seller logs onto said website said unique identifier is provided to said seller or entered by said seller at said website in connection with said seller posting said information on said website.

4. (amended) A method according to claim 1, wherein said sign is provided with a description of said good ~~for sale~~ preprinted thereon.

7. (amended) A method according to claim ~~6~~1, wherein said website is further adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by category, and to view ~~the~~ posted information ~~thereof~~ therefor without reference to said unique identifier.

8. (amended) A method according to claim ~~6~~1, wherein said website is further adapted to permit said prospective purchaser to browse a plurality of goods listed on said

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website by geographic location, and to view the posted information ~~therefore~~ therefor without reference to said unique identifier.

10. (amended) A method according to claim 1, said method being adapted to permit a purchaser of said good ~~for sale to~~ make payment for said good directly to the seller or the seller's agent.

11. (amended) A method according to claim 1, said method being adapted to permit a purchaser of said good ~~for sale to~~ make payment for said good to a provider of said website, after which said provider will forward said payment to the seller of said good.

13. (amended) A method according to claim 1, wherein said sign is provided with a container into which said seller can deposit a sheet of paper containing information about said good ~~for sale~~.

14. (amended) A method according to claim ~~6~~1, further comprising the step of promoting said website to the general consuming public.